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Amendments To The Claims:

The text of all pending claims (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with strikethrough. When strikethrough cannot easily be perceived, or when five or fewer characters are deleted, [[double brackets]] are used to show the deletion. The status of each claim is indicated with one of (original), (currently amended), (canceled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claims 92, 94 and AMEND claims 66, 67, 69, 70-73, 75, 78, 80, 84, 86 and add NEW claims 95-96 without prejudice or disclaimer in accordance with the following:

Listing of Claims:

1-65 cancelled

66. (currently amended) A computer network based method for delivering a weather-related advertisement to an individual, the method comprising:
- a. providing a prediction of the weather wherein said weather prediction is determined for a geographically confined area and a defined period of time, and based on at least one meteorological parameter chosen from the group consisting of satellite data and, radar data; and
 - b. building a weather-related advertisement according to a scenario determined at least partially according to a said prediction of the weather; and

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- c. selecting ~~the said~~ weather-related advertisement according to said prediction of the weather information about expected weather conditions, said expected weather conditions being related to a geographically confined area and a defined period of time and wherein said weather information is determined according to location based nowcasting, and wherein said weather-related advertisement is selected according to at least one rule by a rule engine;
 - d. and delivering said weather-related advertisement to ~~the~~ said individual.
67. (currently amended) The method of claim 66 wherein said geographically confined area and a defined period of time ~~user location and time of day~~ is automatically obtained from at least one source chosen from the group consisting of a wireless device, a third party device, a third party application, and the internet.
68. (previously presented) The method of claim 67 wherein said wireless device is selected from the group consisting of a mobile telephone, portable device, PDA, mp3 player, mobile processing unit, mobile computing unit.
69. (currently amended) The method of claim 66 wherein said Rule engine selects said weather related advertisement ~~by obtains based on~~ external data selected from the group consisting of meteorological parameters ~~weather information,~~ advertiser information and user information.
70. (currently amended) The method of claim 69 wherein said meteorological parameters ~~external weather information~~ is selected from a third party weather servers chosen from the group consisting of national and international meteorological agency, independent meteorological supplier and a private meteorological data.

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71. (currently amended) The method of claim ~~66~~69 wherein said user information is selected from the group consisting of historical data, preferences, brand loyalty, hobbies, marital status, age, sex, health, consuming habits, or family status.
72. (currently amended) The method of claim ~~71~~69 wherein said advertiser data information is obtained from said ~~an~~ advertiser or from a third party.
73. (currently amended) The method of claim ~~69~~72 wherein said advertiser data information is selected from the group consisting of advertisement, advertisement rule, end user characteristics, target audience information, delivery mode and advertisement media.
74. (previously presented) The method of claim 66 wherein said at least one rule is abstracted from a rule engine matrix.
75. (currently amended) The method of claim 74 wherein said matrix comprises data relating to user information, advertiser data, and meteorological parameters ~~and newcast weather information~~.
76. (previously presented) The method of claim 66 wherein said advertisement is delivered to a display.
77. (previously presented) The method of claim 76 wherein said display is associated with a device selected from the group consisting of a computer, wireless device, mobile telephone, billboard, interactive television, a hoarding, a sign, portable device, embedded device, PDA, and a displayed Web page.
78. (currently amended) The method of claim 77, wherein said wireless device comprises a display screen, and wherein said advertisement is displayed in conjunction with said ~~newcast~~ prediction of the weather on said display screen.
79. (previously presented) The method of claim 66, wherein said advertisement is selected according to a plurality of rules by said rule engine.

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80. (currently amended) The method of claim 66, wherein said ~~rule learning~~ engine compiles said advertisement specific to ~~newcast-meteorological~~ parameters, user information and advertiser information.
81. (previously presented) The method of claim 66 wherein said advertisement is delivered in the form selected from the group consisting of text, coupon, animation, video, audio, storyboard and picture.
82. (previously presented) The method of claim 66 wherein said advertisement is delivered via wireless communication protocol.
83. (previously presented) The method of claim 66, wherein the advertisement is delivered to a plurality of individuals having at least one similar characteristic.
84. (currently amended) The method of claim 66, further comprising: determining efficacy of an advertisement on a consumer activity ~~of the individual by said rule engine wherein said efficacy is determined based on statistical analysis that measure the effect of a change in the relative levels at least one meteorological parameter on consumer activity with respect to at least one good chosen from the group consisting of product, service, coupon and marketing campaign.~~
85. (previously presented) The method of claim 84 wherein an advertisement is updated according to said efficacy report.
86. (currently amended) A system for providing weather-related advertising to a user through an electronic device, comprising:
- a. a weather server for providing a forecast based on at least one meteorological weather-related parameter chosen from the group consisting of satellite data and radar data wherein said meteorological weather-related parameters are determined according to for a geographically confined area and a defined period of time a location-based newcasting; and

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- b. an advertising rule engine for selecting an advertisement at least partially according to said at least one ~~weather-related~~ meteorological parameter, wherein said rule engine comprises a learning engine for learning at least one aspect of the user preference(s) and/or consuming habit(s) according to said meteorological parameters ~~the weather~~; and
- c. a server for serving said advertisement to the electronic device.

87. (previously presented) The system of claim 86, wherein said rule engine further comprises a database for storing at least one user characteristic and for selecting said advertisement also according to said user characteristic.
88. (previously presented) The system of claim 87, wherein said rule engine comprises an advertising matrix for selecting said advertisement according to a plurality of rules.
89. (previously presented) The system of claim 88, wherein said rule engine comprises a plurality of target groups and wherein said advertising matrix selects a target group for the end user, such that said advertisement is selected according to said target group.
90. (previously presented) The system of claim 88, wherein said advertising matrix further comprises a story builder for building an advertisement according to a plurality of components.
91. (previously presented) The system of claim 90, wherein said advertising matrix further comprises an animation matrix for providing a plurality of animated components, such that said plurality of components for building said advertisement comprise animated components.
92. Cancelled.

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93. (previously presented) The method of claim 66 wherein said rule engine comprises a learning engine for learning at least one aspect of the user preference(s) and/or consuming habit(s) according to the weather.

94. Cancelled .

95. (new) The method of claim 66 wherein said prediction of the weather is further determined based on at least one of numerical models, Meteorological Readings, environmental parameters, historical data and historical meteorological parameters. .

96. (new) The method of claim 93 wherein said user preference(s) and/or consuming habit(s) according to the weather are obtained from an external database that monitors the user's actual consuming habits.